

July 10, 2008

Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

via **ECFS**

**Re: MB Docket No. 07-148
2Q 2008 Digital Television Transition Education Report
The World Company, FRN 0002337509
Licensee of WCS license WQIZ634**

Dear Ms. Dortch:

The World Company files this Digital Television Transition Education Report pursuant to 47 C.F.R. § 27.20, for the quarter ending June 30, 2008.

The World Company received the above-referenced WCS license authorization on June 27, 2008. Given that The World Company held the authorization only during the last four days of 2Q 2008, The World Company has not yet undertaken any outreach efforts to educate consumers about the transition from analog broadcast television service to digital broadcast television service. That said, Sunflower Broadband, a division of The World Company providing cable television and broadband services to subscribers in and around Lawrence, Kansas, has undertaken DTV consumer education initiatives in compliance with 47 C.F.R. § 76.1630.

Please contact me if you have any questions.

Yours truly,



Patrick Knorr
Chief Operating Officer
The World Company